Practices for Muslim-Friendly Meetings and Exhibitions

By

Halal Institute
Prince of Songkla University

Cooperated with

MICE Capabilities Development Department
Songkhla Convention and Exhibition Bureau (Public Organization)

And

The Faculty of Management Sciences
Prince of Songkla University

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Introduction

Halal Institute, Prince of Songkla University cooperated with Thailand Convention and Exhibition Bureau (Public Organization) or TCEB, and the Faculty of Management Sciences, Prince of Songkla University have launched the project “Practices for Muslim-Friendly Meetings and Exhibitions”. The purpose of the project is to develop the practices for Muslim-friendly meetings and exhibitions to international standards in terms of the religion, the venue choices, the basic guidelines for organizing sustainable events, the hygiene guidelines for MICE industry, and the safety organization in time of New Normal.

However, this manual can be used to organize every type of event in order to strengthen the quality of management and to study ways to the international standards.

The project has been done by researching and collecting both quantitative and qualitative data. In order to receive the information correctly to be guidelines , the data were collected from documents and interviews: service providers, customers, and the group of professionals. The manipulators gain very well participation from MICE Institutes in both government sector and private sector.

Halal Institute, Prince of Songkhla University, Thailand Convention and Exhibition Bureau (Public Organization), and the Faculty of Management Sciences, Prince of Songkla University would like to thank all working corps in every part that have been participated in the project “Practices for Muslim-Friendly Meetings and Exhibitions” until achieving the objection on this occasion.

Halal Institute, Prince of Songkla University and
Thailand Convention and Exhibition Bureau (Public Organization) and
The Faculty of Management Sciences, Prince of Songkla University
1 April 2021

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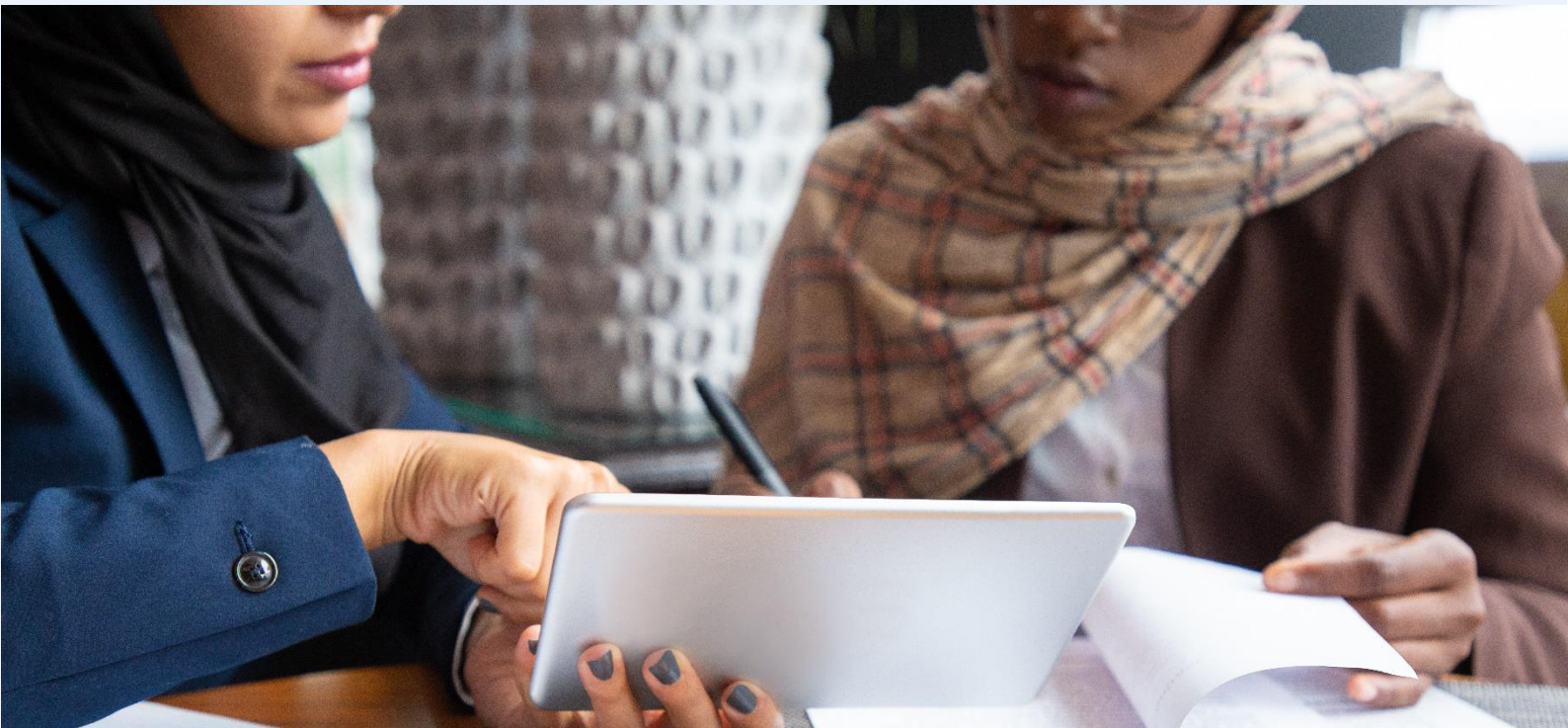


Messages from Executive

Message from Sheikhul Islam Office

I would like to give the compliment to the Halal Institute, Faculty of Management Sciences, Prince of Songkla University, and Thailand Convention and Exhibition Bureau (Public Organization) or TCEB that they have started to do the "Practices for Muslim-Friendly Meetings and Exhibitions". It will be the knowledge and the understanding for the meeting organizer to organize the meeting and exhibition to get the most advantages. Both Muslim organizers and customers including other participants will be facilitated, for instance, halal food, location for religious activities. Not only it will assure and pleasant Muslim participants but also shows the organizers' hospitality and kindness. It is well known that Thailand is the country full of various culture and beliefs and may be said to be the land of multiculturalism that is outstanding in the eyes of people around the world. Therefore, the atmosphere of magnificence and perfection have to rely on each other in order to create the beauty for this land.

Islam is the religion that has sensitive principles and procedures; however, it does not prohibit or prevent the followers to be isolated or associated with religious. On the other hand, the rules in The Noble Qur'an have clearly specify that "help each other in matters of virtue and not against religious principles" and Prophet Muhammad had the word that "the best person is the person who make the most benefits to others".

Sheikhul Islam Office

Mr. Asis Phithakkumpol

Also, Thailand is the destination for travelers, businessmen, and investors from around the world which means including Muslim too. Therefore, this practice will be valuable to every related part.

I pray from Allah, dear god, please give people who do this practice to be healthy, please let this practice be useful to everyone, and may everyone achieve happiness and prosperity forever.

Message from President of Thailand Convention and Exhibition Bureau (Public Organization)

President of TCEB

Mr. Chiruit Isarangkun Na Ayuthaya

Thailand Convention and Exhibition Bureau (Public Organization) or TCEB would like to thank to the Halal Institute and Faculty of Management Sciences, Prince of Songkla University that they have been exerted knowledge and capabilities to make the "Practices for Muslim-Friendly Meetings and Exhibitions" successful.

During the work, the associates participate to give useful suggestions such as Thailand Incentive and Convention Association (TICA) and Thai Exhibition Association (TEA).

It is well known that the meeting and exhibition are the important tools that affect the development in many dimensions and also affect people's lives around the world no matter which religion or beliefs.

The development of standard and regulations are one of main tasks that TCEB focuses on 'til it causes the standard of venue, safety, environment, and the latest is the standard of public health to build the confidence of the participants.

However, this, Practices for Muslim-Friendly Meetings and Exhibitions, is special because it's the work to meet the sensitive regulation of Muslim.

The cooperation to develop this practice shows the empathy within Thailand's multiculturalism; moreover, it may decently build the confidence to Muslim about 1900 million people around the world.

I hope TCEB will be given the opportunity to work with you in the event to benefit the public again in the future.

Message from President, Prince of Songkla University

Prince of Songkla University has great intention in continuously promoting the Halal Institute in Thailand throughout the concrete operation which is a research and academic service unit in terms of the university's halal. Nowadays, when mentioned to "the Halal Industry", it doesn't imply only the food industry but also the service industry, especially the travel service that involves many businesses such as food, hotels, tourist attractions, department stores, etc. MICE business is a part of the tourism service industry that the university has always given importance to through the World Halal Product and Exhibition or World HAPEX which is organized by the Halal Institute including the opening Bachelor of Business course, major in MICE management, Faculty of Management Sciences.

The university, as academic sector that produces researches for social service, is very pleased and grateful for the cooperation between Halal Institute , the Faculty of Management Sciences and Thailand Convention and Exhibition Bureau (Public Organization) or TCEB for making the "Practices for Muslim-Friendly Meetings and Exhibitions" to upgrade Thailand's MICE sector to be outstanding

President of PSU

Asst. Prof. Dr. Niwat Keawpradub

and be accepted in an international level in order to promote tourism business which is the important income of the country and be the model to continuously develop Halal in other Thailand's businesses.

Message from Director of Halal Institute

Director

ASST. PROF. DR. ASMAN TAEALI

MICE business is one of the supply chains of tourism business that can generate a lot of income into the country because it relates to many economic activities. No matter it is the business of travel, accommodation, food, transportation, souvenir selling, tourist attraction, including other related business such as communication, public relations, or banking. MICE business can spread the income to every economic department in the country.

Halal Institute, Prince of Songkla University has participated with MICE business by continuously organized the World Halal Product and Exhibition or World HAPEX every year, supported by Prince of Songkla University, The Islamic Committee of Songkhla, government and private sector, along with Halal entrepreneurs from in and out the country, and halal customers in the country which have always been officially promoted and supported by Thailand Convention and Exhibition Bureau (Public Organization) or TCEB.

Halal Institute realizes the importance of MICE business that it is a part of generating income of the country, to let MICE business show their full potential, cooperated with Thailand Convention and Exhibition Bureau (Public Organization) or TCEB and Faculty of Management Sciences in making the “Practices for Muslim-Friendly Meetings and Exhibitions” to be the guidelines for MICE business organization in accordance with the Muslim practices. It can attract Muslim-MICE traveler from around the world to increasingly visit Thailand and to promote the standards of Thailand’s halal meeting and exhibition sector to be accepted.

About Thailand Convention and Exhibition (Public Organization)

Thailand Convention and Exhibition Bureau (Public Organization) or TCEB is the important agency unit that is the key to success of business events both world class and region level under the main strategy "Growth Driver" to drive the development of MICE industry since 2004. TCEB works as a business alliance along with creativity, professional personnel cooperation, and information center which are ready to facilitate every level of organization in order to meet organizers' targets. TCEB has cooperated and made many connections to open dimensions and opportunities of new business, and also to promote the achievement of business which will lead to advancement and achieve long-term goals forever.

TCEB's mission is to continuously develop the business activities' organizing industry, to push the industry forward to long-term growth, and to succeed at all national, regional, and global levels.

Main Goals of TCEB

- **Bidding Event into Country (WIN):** bidding the international event for promote and upgrade domestic events.
- **Public Relations (PROMOTE):** publicizing Thailand to be "the first choice" of MICE organization's destination.
- **Develop:** developing the potential of MICE industry to upgrade personnel' capabilities, produce professional personnel, create the industry's standards, and support the entrepreneur and organizer to get the sustainable of organization standard certification.

MICE Capabilities Development Department

MICE Capabilities Development Department aims to strengthen the sturdiness for Thailand MICE industry via the development knowledge and network information including the strategy. The main goal is personnel production that has been well trained to serve the service in the international standards.

Main Goals

- Responsible for a strategy about the overview of MICE industry's development.
- Create short-term and long-term model plan about the Thailand MICE industry' potential development.
- Formulate an important strategy that leads to a sustainable success of the development part.

Main Missions

- Promote and control the service quality in terms of MICE industry entrepreneur standards.
- Upgrade MICE organization and personnel' s potential and sturdiness throughout training courses and national and international activities.
- Build a national and international network of entrepreneur.
- Prepare an international standard MICE course for higher education in order to build quality and professional MICE population.
- Upgrade the standard of venues in Thailand

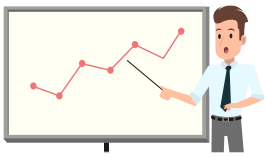
Model plan of Thailand MICE industry's potential development 2018.

Vision: Thailand is the knowledge leader in MICE, standards, and sustainable organizations in South-East Asia.

Aim to develop 3 main targets

- Education group: students and teachers in both vocational and higher education.

- New entrepreneur group: new graduated or new entrepreneur who intend to join MICE industry including MICE supplier.



- Main entrepreneur: organizers (PCO, PEO), MICE suppliers, and exhibitor government.

About Halal Institute Prince of Songkla University

The Halal Institute is the unit within Prince of Songkla University to drive business expansion involving food industry, products and services in terms of halal standards throughout the research progress and transfer of production technology and business. The halal production industry helps promote the entire readiness of the halal industry, including the developing knowledge of halal standards involved with food and products, logistic systems, and services, followed halal standards in the tourism industry, restaurant, hotel, and hospital. It uses the progress "Cluster System" to develop the system of the halal industry to its goal in terms of business for upgrading population lives' quality in the area, driving local's economy, and helping Southern border provinces expand their tourism industry, education, and environment for the better. According to the mentioned before, it gets people careers and better income, assures Muslim-customer confidence toward halal-standard food products, goods and services, and gives Thai halal certification. Moreover, in dealing with the ASEAN economy and halal markets around the world in 2019, the development of the halal industry must consider the cooperation with foreign countries and bring information about the demand of the ASEAN market to develop Thai halal industry to have more potential and be ready to compete in the ASEAN Free Trade Area (AFTA).

Philosophy

Improve the halal knowledge, lead the economy and Thai social to ASIA.

Vision

Being the center of learning, researching, and developing halal industry systematically and comprehensively to create new innovation for better lives' quality and economy.

Missions

1. Improve halal personnel into industry of products and services.
2. Promote halal research, innovation, and technology to entrepreneurs for increasing the capabilities in terms of the competition and sustainable development.

Missions

3. Make the halal researching network in the university and external departments in both domestic and foreign.

4. Improve halal entrepreneurs in Southern to get halal full certification (upstream, midstream, downstream).

5. Support halal tourism and halal marketing related to the development of the country.

6. Develop the system of halal product and service for the confidence in halal industry.

7. Promote Thai halal standards to gain confidence in the world halal market.

8. Create Thoyyiba standards to upgrade halal products' quality in order to affect the healthy food.

Goals

1. The efficient management within the organization.
2. Being a part and be accepted in international level.
3. The capability in making an income.
4. Be the supporter of the country and ASEAN.

Target Groups

1. Researching network, the related faculty with halal in Price of Songkla University and others in ASIA.

2. Public and private sectors, people, market with related product and service both domestic and foreign.

3. Production entrepreneur and halal standards services.

With the strong intention of Halal Institute, Prince of Songkla University that need to be an academic and knowledge resources about halal in terms of food, cosmetic, costume, finance and banking, halal hospital, and halal spa and tourism to develop people's careers in Southern Thailand provinces, production industry, and halal service to be competed in both domestic and foreign country in the future.

Purposes

Halal Institute, Prince of Songkla University, cooperate with Thailand Convention and Exhibition Bureau (Public Organization) or TCEB, and Faculty of Management Sciences, Prince of Songkla University have launched the project “Practices for Muslim-Friendly Meetings and Exhibitions” with the following purposes

1.1 To make service providers and customers understand practices for Muslim-friendly meetings and exhibitions that are in line with Islamic principles.

1.2 To use it as a guideline for promoting related people about the knowledge organizing Muslim-friendly meeting and exhibition.

1.3 To make the confidence and expand the customer base in MICE industry for the customer of organizing Muslim-friendly meeting and exhibition.

1.4 To make cooperation from all sectors both public, private, and education understand the necessary in organizing Muslim-friendly meeting and exhibition, and basic guidelines for the sustainable meeting organization.

The process of the development Practices for Muslim-Friendly Meetings and Exhibitions

"Practices for Muslim-Friendly Meetings and Exhibitions" has procedures and methods as follows

Step 1: Collect data, analyze content Practices for Muslim-Friendly Meetings and Exhibitions by;

1) Collect data from resources both service providers, customers, entrepreneurs, qualified academics, and experts from the related association by studying information and deep interviewing.

2) Analyze information from the results of study and interview.

Step 2: Draft the Practices for Muslim-Friendly Meetings and Exhibitions by the following processes

1) Review the content to cover all parts.

2) Present to the working corps for the consideration about drafting the Practices for Muslim-Friendly Meetings and Exhibitions.

Step 3: Brainstorming meeting about the Practices for Muslim-Friendly Meetings and Exhibitions on 25 July 2019 during the World Halal Product Exhibition 2019 (World HAPEX 2019) by;

1) Invite service providers, customers, entrepreneurs, qualified academics, and experts from the related association to brainstorm about drafting the Practices for Muslim-Friendly Meetings and Exhibitions.

2) Summarize the content from brainstorming meeting about drafting the Practices for Muslim-Friendly Meetings and Exhibitions.

Step 4: Meeting for set up the working corps to finalize the draft of the Practices for Muslim-Friendly Meetings and Exhibitions and to consider about all contents in order to answer the needs in the practices' organization.

Step 5: Prepare the Practices for Muslim-Friendly Meetings and Exhibitions to continue distributing online and offline forms.

Step 6: Follow and evaluate the use of Practices for Muslim-Friendly Meetings and Exhibitions.

Definition, aspect, and concept of MICE industry. Role and the importance of incentive travel. The international convention and exhibition, and the relation of alliances.

MICE abbreviates from Meetings, Incentive Travel, Conventions, and Exhibitions or Events. MICE means the business which relates to the international meeting, incentive travel, convention, exhibition or event. MICE is a part of tourism industry but also has the differences in terms of travelers or general tourism industry.

The purpose of the travel

MICE travelers have their main purpose in travel specifically. The travel is related to organizing meeting, incentive travel, convention, and exhibition.

The quality of MICE businessmen

MICE industry could bring quality foreign visitors which have the expenses higher than general traveler 3-4 times.

Business and industry parts

MICE industry has business and industry parts differ from tourism industry such as meeting organizers, exhibition organizers, venues, exhibition center, etc.

The benefits of Thailand MICE industry

MICE business is the business with the high expansion of value and businessmen. Nowadays, it could be considered to be a very dynamic business regarding from the statistic of Thailand Convention and Exhibition Bureau's reports.

Practices of Muslim-Friendly Meeting and Exhibition

Practices of Muslim-Friendly Meeting and Exhibition consists of 4 contents which the organizer can divide each part to be applied. However, these 4 parts are related to each other, the working corps would like to suggest the planner and the organizer to make the understand and study the content of the Practices of Muslim-Friendly Meeting and Exhibition for the most benefit.

Chapter 1 The Muslim-friendly meeting and exhibition regulations

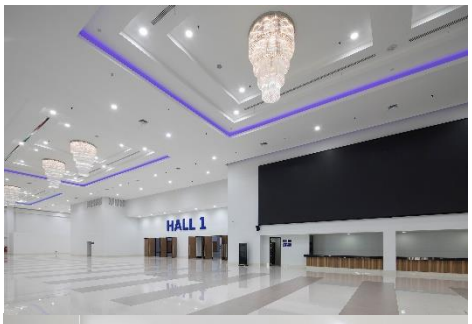
Chapter 2 Thailand MICE Venue Standard

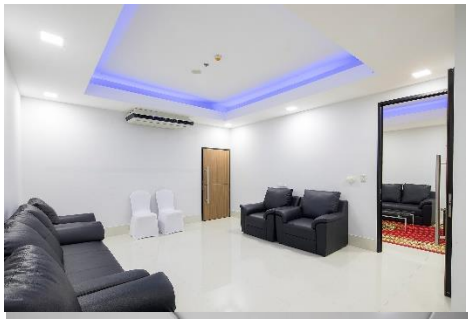
Chapter 3 The basic guidelines for sustainable organization

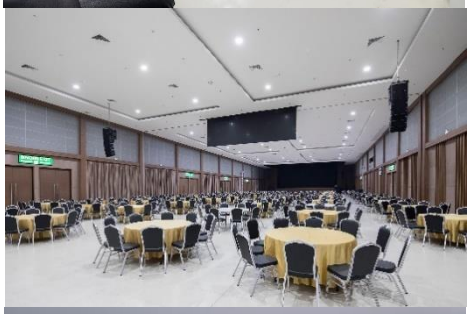
Chapter 4 The hygiene guidelines for MICE industry

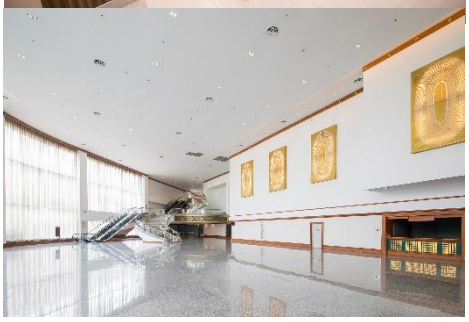
Introduction

Every Muslim must hold on to Islamic principles which is the way to live. It covers all sides especially the religious commandment side. It has to be done correctly in every dimension of the living which related to Halal and Haram. The word “Halal” in the Arabic language means “correct/approve” or be allowed by Islamic principles, in contrast, the word “Haram” means “not allowing or prohibiting things” by Islamic principles. These two words will be used to apply to things related to the practice of living such as halal in consumption, halal in medicine and medical, halal in finance and transaction, halal in tourism, etc. The rules of the living in every dimension must not go against Islamic principles. If things in the Qur’an have not been prohibited or have not specified the prohibition in the principles of the prophet, it is correct and allowed by Islamic principles. Also, the rule “things are allowed in general until there is evidence that it is haram” such as halal food is the food that have been produced correctly and without the prohibited ingredients: raw material, seasoning, utensils, and sterilized equipment. Moreover, halal food can be made not only by Muslims but also by everyone and every region. In the Islamic principles, it has specified the process of producing halal food that the ingredients must be proven, clean, safe, and without haram items such as carrion (dying without slaughtering by the principles), blood, pork, alcohol, and all liquor. All the mentioned must be cooked sanitarily and be as Islamic principles. The academic meetings and exhibition organizations are related to Muslim-living lives in many ways as followed;









Meeting organizers: Islam forces every Muslim to welcome visitors with dignity in every matter: food, accommodation, and the matter of the consultation meeting. Islam is one way to reach consensus on various affairs which bring to the provisions. God has ordered the consultation meeting by specifying in Qur'an, and the regulations of the prophet have so much emphasized on the consultation meeting till there is a history written by his apostle that the prophet is the one who mostly uses the regulations of the consultation meeting.

Seeking knowledge: Islam prioritizes seeking knowledge that it is necessary for everybody, ages, and genders as it states "you all should keep seeking knowledge from the day you were born to the day you die", "keep seeking knowledge even if it is as far as China", "seeking knowledge is necessary for every Muslim man and woman", implying Muslim must always seek knowledge. Also, the meeting and exhibition are two of the most important knowledge sources as well.

According to the above messages, Halal Institute, Prince of Songkla University, cooperated with Thailand Convention and Exhibition Bureau (Public Organization) and Faculty of Management Sciences, Prince of Songkla University have foreseen the importance of Muslim-friendly meetings and exhibitions organizations. Therefore, a manual for this practice has been prepared.

Definitions and Meanings

1. **Definitions and Meanings**

1.1 **The Qibla** direction is the direction that Muslims face when praying or performing other religious activities in Mecca, Saudi Arabia. The Qibla direction can be in any direction depending on the country. In Thailand, the Qibla direction would be the north-west direction.

1.2 **Prayer time** is the time at which Muslims pray (Salat). There are 5 times as followed:

- Subhi (dawn)	5 a.m. – 6 a.m.
- Zuhri (Afternoon)	12 p.m. – 3 p.m.
- Asari (Evening)	3 p.m. – 5 p.m.
- Makharib (Dusk)	6.30 p.m. – 7.00 p.m.
- Isha (Night)	after 7.00 p.m.

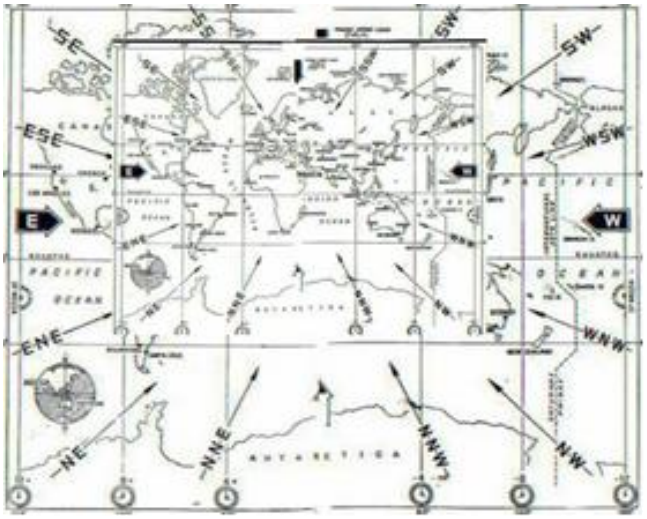
1.3 **Ramadan** is the month of Ramadan, when Muslim will fast. Ramadan is the 9th month in Islamic calendar which is one of the important months.

1.4 **Fasting** means not eating, drinking, using drug, and engaging in sexual activity for the entire month.

1.5 **Sahor food** is a light meal eating before dawn by people who fast during the month of Ramadan.

1.6 **Date Palm** (Intaphalum) is the popular fruit during fasting.

1.7 **Friday prayer** happens on every Friday noon when Muslims get together as a group to pray.



Source: http://www.narit.or.th/index.php/ astronomy-article/1924-kiblat-sun

Chapter 1
The Muslim-friendly meeting and exhibition regulations

Nowadays, MICE industry in Thailand has grown well and the competition has increased every year. The meeting and exhibition organizations is the key factor in attracting various travelers to participate in Thai MICE activities. Muslim travelers are now the important factor in MICE industry, as evidenced by the increased number of Muslim travelers who come to Thailand to participate in the meeting and exhibition.

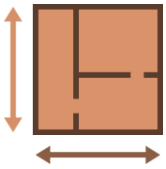
When travelers participate in the meeting and exhibition, they will need the necessary basic things to meet their needs and be comfortable including food, beverages, services, and facilities.

As well as Muslim travelers, when they participate in the meeting and exhibition, the main things they need are the comfort of halal food consumption and religious practice. If there are no such things, the participation in the meeting and exhibition must not be smooth and impressive, so there must be the stuff to facilitate Muslim travelers.

The business situation of the convention and exhibition center is a potential business and can continue to grow. However, the information that mentions the organizing Muslim- friendly meeting and exhibition directly in Thailand does not have much infomations and details.

Configurations for organizing the Muslim-friendly meeting and exhibition regulations as followed;

1. Prayer room

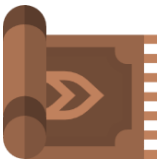


1.1 It must be an appropriate room for religious practice.

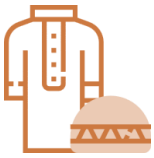
1.2 It must be a distinct gender division.

1.3 It must be a quiet room.

1.4 It always has to be cleaned.



1.5 It has to have a prayer rug for participants and organizers.



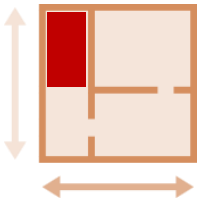
1.6 It has to have a prayer cloth for participants and organizers.

1.7 It has to have a calendar showing the salat time in the prayer.

1.8 It has to have a Qibla direction symbol that can be seen clearly.

1.9 It must not have a picture of anything (human or animal).

2. The place for ablution (Ghusl)



2.1 It must be a specific place for ablution and the distinct gender division.

2.2 It should be near the prayer room or within the prayer room.

2.3 It always has to be cleaned.

3 Halal food and beverage preparation and service

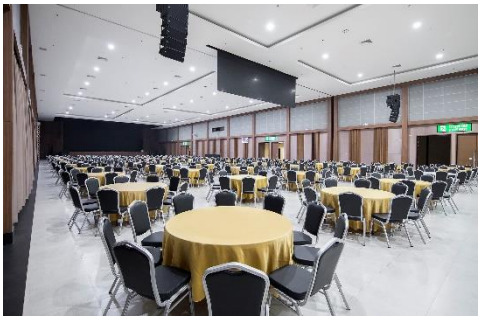
3.2 Service staff must have knowledge of halal and have been very well trained.

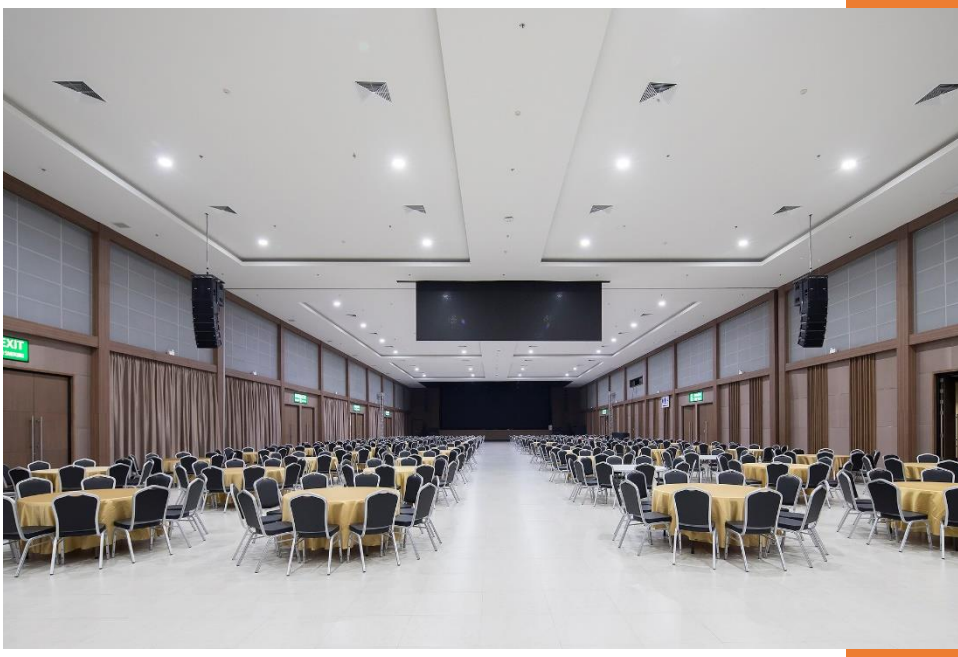
3.4 Service personnel must be sincere in providing halal food and beverages.

3.1 A halal kitchen or halal food from other sources must be available for food and beverage service.

3.3 Be able to provide halal food or modify the menu due to the needs of the meeting organizers.

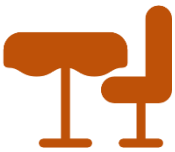
3.5 Prepare a tea or coffee set, food, and drinking water for participants.





4 The area for the main meal

4.1 There are adequate tables and chairs for all participants and it's ready to be used.



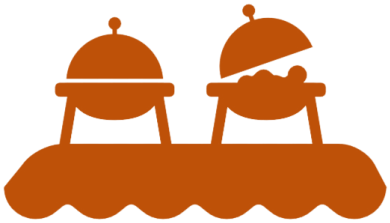
4.2 There is a clearly separated dining table between male and female.

4.3 There must be a halal sign on the dining table, but it should not contain the words "Islamic food, Muslim food, Muslim can eat, or doesn't have pork".

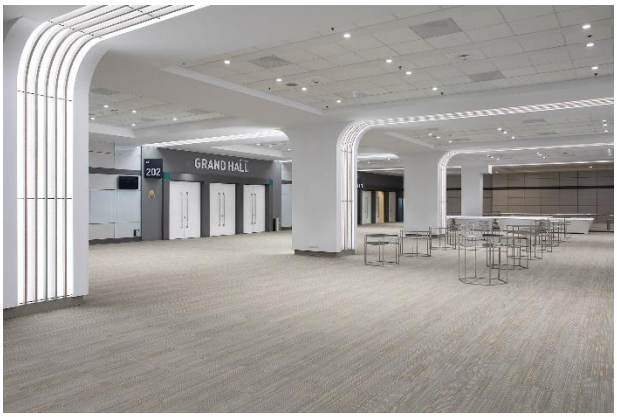
4.4 There is adequate ready-to-use cutlery for all participants.

4.5 Service staff must have knowledge and understanding of halal.

4.6 The main meal served must be halal food as stated in religion, and it's not common food but call it "halal food".



4.7 In case of the buffet service, the halal food zone must be clearly divided.



5 The area for snacks and beverages

5.1 There must be a clear sign says “halal snacks and beverages”.

5.2 There must be a ready-to-use bin.

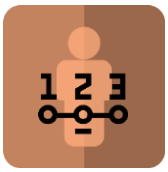
5.3 There must be a paper towel prepared for participants.

5.4 There is adequate drinking water for participants.

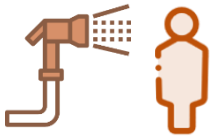
5.5 There must be tables or a ready-to-use and clean place for snacks.

5.6 There is ready-to-use and clean cutlery.

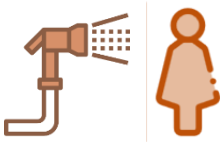
6 Restroom



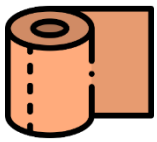
6.1 Preparing adequate restrooms for male and female participants.



6.2 There must be a urinal with the hose in male restroom.



6.3 There must be the hose in female restroom.



6.4 There must be adequate facilities: paper towels, soap, etc.

6.5 The restroom must always be cleaned.

6.6 The design of the female restroom must suit with Muslim females.

6.7 There must be adequate facilities for disabled people and elderly people.

7 Other services

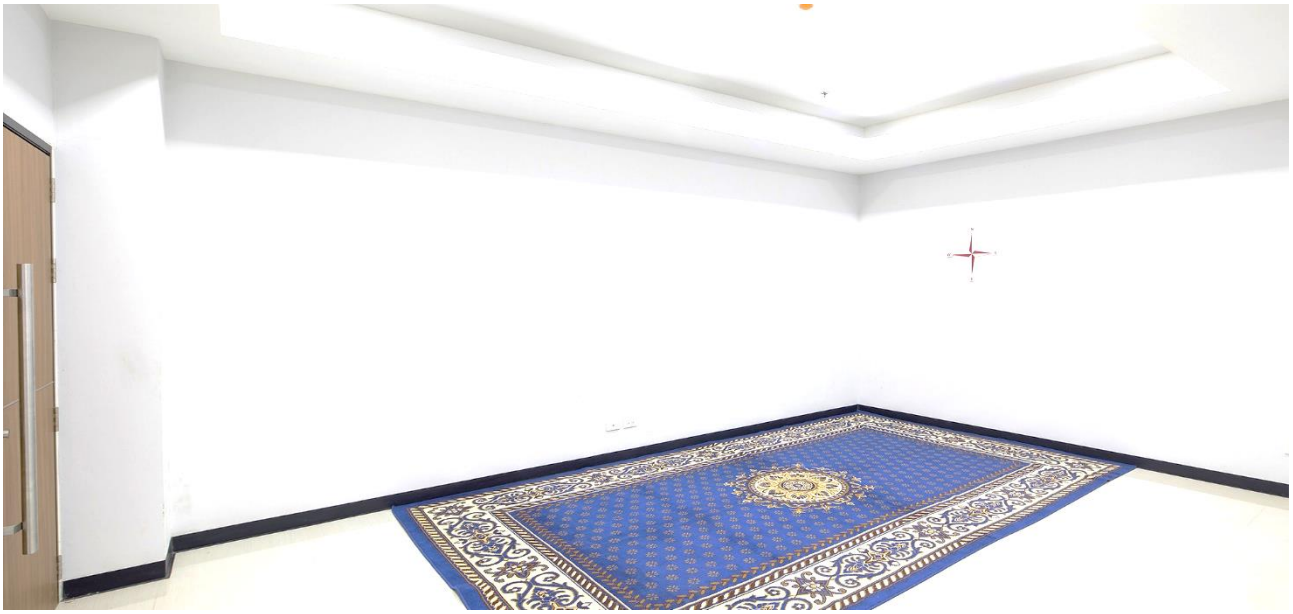
7.1. Sahor food is provided (during Ramadan).

7.2 The meeting that is held during Ramadan (the month of fasting).

7.3 The place that is prepared for prayer together.

7.4 The lunch break is scheduled because Muslims will pray together on Friday.

7.5 Meals are separated for distribution to Muslim participants could bring back home when they finish their fasting such as Date palm, water, dessert, etc.



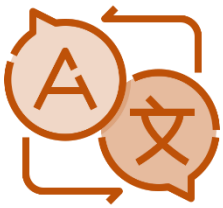
8 Staff

8.1 Staff should have knowledge and understanding of the organizing meeting and exhibition.

8.2 Staff should have dressed in the uniform properly.

8.3 Staff should have knowledge and understanding of the Halal principles.

8.4 Staff should be friendly and enthusiastic in providing service.



8.5 Staff should realize and respect the differences in nationality, religion, and culture and be able to communicate in multiple languages.

8.6 Staff can be responsible for the meal preparation for the different needs of the meeting and exhibition participants.

The conclusion of configurations for organizing the Muslim-friendly meeting and exhibition regulations.

Configurations	Components
1. **Prayer room**	1.1 It must be an appropriate room for religious practice. 1.2 It must be a distinct gender division. 1.3 It must be a quiet room, always be cleaned, easily to entry, and clear sign. 1.4 It should have necessary and adequate facilities for male and female such as rug and cloth for salat. 1.5 It has to have a Qibla direction symbol that can be seen clearly. 1.6 It has to have a calendar showing the salat time in the prayer room. 1.7 It must not have a picture of anything (human or animal).
2. **The place for salat bathing**	2.1 It must be a specific place for salat bathing and the distinct gender division. 2.2 It should be near the prayer room or within the prayer room. 2.3 It always has to be cleaned.
3. **Halal food and beverage preparation and service**	3.1 A halal kitchen or halal food from other sources must be available for serving participants. 3.2 Be able to provide halal food or modify the menu due to the needs of the meeting organizers. 3.3 Prepare coffee set and food. 3.4 Prepare adequate drinking water for participants. 3.5 Service staff must have knowledge of halal and have been very well trained. 3.6 Service personnel must be sincere in providing halal food and beverages.
4. **The area for the main meal**	4.1 There are adequate tables and chairs for all participants and it's ready to be used. 4.2 There is a clearly separated dining table between male and female. 4.3 There must be a halal sign on the dining table, but it should not contain the words "Islamic food, Muslim food, Muslim can eat, or doesn't have pork".
5. **The area for snacks and beverages**	5.1 There must be tables or a ready-to-use and clean place for snacks and beverages with cutlery in ready-to-use, and clean. 5.2 There must be an adequate tables and chairs for participants and shouldn't eat while standing. 5.3 There must be a paper towel and drinking water prepared for participants. 5.4 There must be a ready-to-use bin. 5.5 There must be a clear sign says "halal snacks and beverages".

Configurations	Components
6. **Restroom**	6.1 Preparing adequate restrooms for male and female participants. 6.2 There must be a urinal with the hose in male restroom. 6.3 There must be the hose in female restroom. 6.4 There must be adequate facilities: paper towels, soap, etc. 6.5 The restroom must always be cleaned. 6.6 The design of the female restroom must suit with Muslim females. 6.7 There must be adequate facilities for disabled people and elderly people.
7. **Other services**	7.1 The meeting that is held during Ramadan (the month of fasting). 7.2 Meals are separated for distribution to Muslim participants could bring back home when they finish their fasting such as Date palm, water, dessert, etc. 7.3 Sahor food is provided (during Ramadan). 7.4 The lunch break is scheduled because Muslims will pray together on Friday. 7.5 The place that is prepared for prayer together.
8. **Staff**	8.1 Staff should have dressed in the uniform properly. 8.2 Staff should be friendly and enthusiastic in providing service. 8.3 Staff should have knowledge and understanding of the organizing meeting and exhibition. 8.4 Staff should have knowledge and understanding of the Halal principles. 8.5 Staff should realize and respect the differences in nationality, religion, and culture and be able to communicate in multiple languages. 8.6 Staff can be responsible for the meal preparation for the different needs of the meeting and exhibition participants.

Chapter 2

Thailand MICE Venue Standard: TMVS

The Symbol of Thailand MICE Venue Standard

Thailand MICE Venue Standard or TMVS is the symbol used by Thailand Convention and Exhibition Bureau (Public Organization) or TCEB to certify Thailand venues for the first time in Thailand and first country in ASEAN. The symbol is used to certify that the venues, convention center, exhibition hall, hotel, resort, and official and private places are suitable due to international standards. It is to increase confidence in the quality of MICE entrepreneurs in Thailand for both domestic and foreign businessmen.

Thailand Convention and Exhibition Bureau (Public Organization) or TCEB has successfully implemented a project "The Standard Development of Venues in Thailand" for developing and upgrading the standards of venue' entrepreneurs. Besides, TCEB prioritizes both the quantity and quality of venues and services, including attention to organizing sustainable events, a friendly environment, and the surrounding communities.

TCEB's ongoing policies and operations have caused Thailand MICE Venue Standard (TMVS) for the first time in 2013. After that, they have operated the standard development to cover and support events in MICE industry, which is the standards of venues (meeting room, exhibition venue, and special event venue, respectively). From this success of "The Standard Development of Venues in Thailand", it could be said that Thailand is now the leader of the standard development in MICE industry in ASEAN countries and other countries around the world.

The operation on the preparation of venue standards in Thailand is an important strategy that will help promote the quantity and quality of venues and services, including preserving natural resources and the environment as well.

To achieve the Muslim-friendly meeting and exhibition regulations' objectives in terms of quantity and quality of services and venues, the working corps recommends using this practice in selecting the standard venue.

Nowadays, the total number of standard venues across the country is

Thailand MICE Venue Standard (TMVS)

No.	type	2017 (Year of certification 2018-2020)	2018 (Year of certification 2019-2021)	2019 (Year of certification 2020-2022)	2020 (Year of certification 2021-2023)	Total
1	Meeting Room	107 places	136 places	154 places	169 places	566 places
		332 rooms	363 rooms	388 rooms	472 rooms	1,555 rooms
2	Exhibition Hall	7 places	4 places	4 places	10 places	25 places
		19 rooms	6 rooms	6 rooms	16 rooms	47 rooms
3	Special Event Venue	-	16 places/rooms	15 places/rooms	15 places/rooms	46 places/rooms
		-	-	-	-	-

Goal 5 years (2015-2019)

300 places (more than 20%) 800 rooms (more than 20%)

Goal 5 years (2020-2024)

1,500 places (more than 40%) 2,000 rooms (more than 75%)

The number of certifications in 2020

194 places 503 rooms

Thailand Convention and Exhibition Bureau (Public Organization) or TCEB

We recommend the standard venues for your choices of Muslim organizing

Link Download

https://drive.google.com/drive/folders/10T4BxcBbQlFEM-vB07sxdm8LJ8_t8jGeU

References: MICE Capabilities Development Department

Thailand Convention and Exhibition Bureau (Public Organization) or TCEB

Chapter 3

The basic guidelines for sustainable event practice

Thailand Convention and Exhibition Bureau (Public Organization) or TCEB responds to global trends in sustainability by pushing MICE industry to develop in line with UN's Sustainable Development Goals (SDGs) and is committed to the vision of the country due to government policy "Thailand 4.0". TCEB uses the strategy to promote and develop the potential of MICE industry through the knowledge process about marketing strategies and standards both nationally and internationally.

TCEB has prepared "The Basic Guidelines for Sustainable Organization" for those who wish to organize events considering the environment, society, and economy. It can easily be used as guidelines and applied widely.

MICE SUSTAINABILITY THAILAND
Leading the Sustainability Revolution

MICE Capabilities Development Department
"Driving an Exceptional MICE Future for Thailand"

The basic guidelines for sustainable event practice

Topics to be taken		
Communication and Public Relations before the event	1	Publicize the event through digital and online such as a website and an online pre-registration system.
	2	Open for an online pre-registration system.
	3	Publicize the organizing sustainable event for participants to prepare and participate.
Venue	4	Choose a venue that is standard-certified in terms of sustainable development, environment, energy management, or related standards such as ISO20121, ASEAN MICE Venue Standard (AMVS). The policies of sustainable development in writing form can be considered from: • http://www.micecapabilities.com/mice/uploads/attachments/MICESustainability_Suppliers1.pdf • TMVS
	5	Choose venues near transportation services such as BTS, MRT, and Airport Link.
Venue Decoration and Equipment Preparation	6	Set the temperature in the event room to no less than 25 degrees Celsius.
	7	Minimize the use of decorations to the amount necessary.
	8	Avoid using fresh flowers and foam materials.
	9	Choose decorative materials that can be reused.

Topics to be taken		
Food and Beverages	10	Avoid using plastic water bottles. Providing drinking water in a dispenser, a large jug, or a glass bottle, or handing out water bottles to the participant for refilling.
	11	Avoid using sugar, cream, sauce, or milk in sachets or in small packages. Instead, use a refill such as a jar or bottle.
	12	Avoid using straws. If necessary, use straw made from renewable or biodegradable materials.
	13	Prepare adequate food for participants.
	14	Choose local organic food and beverages, and do not use frozen food. The menu should reflect the seasonal produce of that locality.
	15	Donate edible leftovers to a non-profit organization.
Registration System	16	Use an electronic registration system so that participants can register and submit forms and photos via email or via web service, and use a paperless registration system on the day of the event.
	17	Avoid printing documents. If necessary, use only recycled paper and natural links such as QR code, Soy Ink, or Vegetable Ink.

Topics to be taken		
Communication and Public Relations Before the Event	18	Choose a participant identity card that can be reused and provide a space for participants to return the card and other documents for reuse.
	19	Choose souvenirs produced by the community or made from environmentally friendly materials.
	20	Classify waste generated from events by categorizing paper, plastic, metal, wet waste, etc.
	21	Promote local attractions and facilities to participants. This will benefit the local economy and educate participants.
Other preparation considered from Environment, Society, Economy	22	Encourage participants to travel together by bus, van, or public transportation to reduce energy consumption and greenhouse gases.
	23	Provide opportunities for the community to participate in events such as community employment and provide an area to promote products.
Communication and Public Relations After the Event	24	Prepare a summary of the practices of sustainable events that have been implemented in that event.
	25	Publicizing practices of success and the benefits of organizing a sustainable event for participants, related people, and the public.

Info at 29 November 2018

For more information:

MICE Capabilities Development Department

Ms.Pat Satkhum, CEM, CIS, SEP Senior Manager

Email: pat_s@tceb.or.th Phone: 02-694-6000

References : MICE Capabilities Development Department, Thailand Convention and Exhibition Bureau (Public Organization) or TCEB to 6111

Chapter 4 MICE Hygiene Guidelines

By MICE Capabilities Development Department

Source : Department of Health and Department of Disease Control of Thailand, Ministry of Public Health

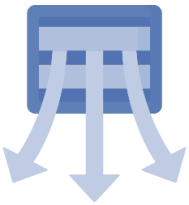
1. MICE hygiene guidelines for MICE venues

To prevent and control the infection of the Coronavirus 2019 (COVID-19) and other contagions.

1.1 Preparing MICE venues

1) Set up an alcohol hand sanitizer service point at every entrance-exit and around the venue area.

2) Register the venue to receive QR Code "Thai Chana" and prepare to install QR Code signs "Thai Chana" adequately for participants to scan to enter the event.



3) Check the ventilation system inside the venue and in the bathroom, along with the frequency of care, keep air conditioning and ventilation systems clean.

4) Increase the frequency of cleaning and sterilization of service areas, especially touch points such as service counters, door handles, handrail handles, toilets, etc.

5) Reduce congestion of participants in areas such as providing a meeting place with enough space and distributing food and beverage service corners to avoid crowding.

1.2 Set up the screening points to check personal information and measure the temperature for visitors and operators at MICE venues

1) A participant profile check form regarding travel to high-risk areas, their illnesses, and their close ones.
2) Install temperature monitoring devices such as infrared or thermometers to measure body temperature (it must not be higher than 37.5 degrees Celsius) before entering the event area.
3) If a person with suspected symptoms is found to be in the category of disease symptoms, they will not be allowed to enter the venue and provide advice on how to prevent the spread of disease.
4) Provide a medical room to separate patients from the event area.

1.3 Performance relating to staff operating at MICE venues

1) Staff must wear masks to reassure guests.
2) There are full-time quality officers and health staff to always monitor all processes at the venue.
3) Organize training to prepare a Standard Operation Procedure (SOP) to prevent the Coronavirus 2019 (COVID-19). Keep staff updated with information about preventive health care.
4) Provide information, procedures, and guidelines for preventing the spread of the Coronavirus 2019 (COVID-19).
5) Publicizing on what to do to prevent the spread of the Coronavirus disease 2019 (COVID-19).

2. Hygiene Practices for meeting, exhibition, and event organizers

To prevent and control the infection of the Coronavirus 2019 (COVID-19) and other diseases.

2.1 Before the event starts

Verify the conduct of the event without contravening the orders and requirements issued by the government and the for the Coronavirus 2019 (COVID-19) Situation Administration.

2.1.1 Communication

1) Submit the practical information for the event to the participants in advance.
2) Submit a video of the house rules during the event to the participants in advance.
3) In case of a co-worker traveling in and out of Thailand, check the announcement of orders, terms, and regulations related to air travel.
4) Inform participants in advanced about the right to grant permission to enter the event if they are not screened.

2.1.2 Staff preparation

1) Prepare a Standard Operation Procedure (SOP) for all staff.
2) Prepare the medical unit.
3) Provide screening points for all employees.
4) Prepare enough cleaning staff.
5) Quality officers and health staff work full time.
6) Publicizing information and guidelines on the prevention of the Coronavirus 2019 (COVID-19) to all staff.

2.1.3 Traveling

1) Provide information on travel routes and travel methods that reduce the risk for participants.
2) In case of transportation providing, there must be physical distancing, and vehicle cleaning measures must be taken before and after using the vehicle, including providing good ventilation.
3) Body temperature screening measures must be taken (it must not be higher than 37.5 degrees Celsius) before passengers get into the vehicle, and there must be enough hand sanitizer in the vehicle.

2.1.4 Screening point before entering the event

1) Provide a sufficient number of temperature screening points, or install and distribute enough thermos-scans for participants (it must not be higher than 37.5 degrees Celsius) to reduce congestion in queues.
2) There is a requirement to wear a mask or fabric mask before entering the event and while there. Staff may wear a face shield.
3) Prepare masks for sale or give away to those who do not have masks.
4) Prepare enough "Thai Chana" QR Code scanning signs for participants at the entrance-exit points of the venue.

2.2 During the event

1) Select either QR Code or Face Recognition registration system.
2) Distribute enough registration points for participants and set up venues to minimize touch points.
3) Arrange the event's plan to have physical distancing.
4) Provide adequate hand sanitizer for participants.
5) Provide staff to clean equipment and areas where high volumes of people are touched such as stair railings and doorknobs.
6) Provide information, advice, and prevention of the spread of germs at the event and make announcements on hygiene at the event periodically throughout the duration of the event.
7) Provide a public drinking water service point by using a disposable glass.
8) If there is equipment that must be used together, provide a clear separation point for the used equipment.
9) Choose to use QR Code scanning system to register, answer surveys, polls, and take exams.
10) There should be a separate bin for disposing of masks.

2.2.1 Meeting and seminar rooms

1) Arrange a room layout to maintain a distance of at least 1 meter and have a well-ventilated ventilation system.
2) In the event that participants express their opinions, microphones must be arranged at various points so that participants can use it, and provide cleaning staff to clean the microphone after it has been used.
3) In case of an event with lecturers traveling across provinces or countries, there must be clarified requirements to prevent disease and manage accommodation and transportation of lecturers to be safe according to international standards.

2.2.2 Exhibition section

1) Prepare the exhibition part to have a ventilation system that is good for ventilation.
2) Use technology to reserve queues in advance to reserve a round to view exhibition booths to reduce congestion.
3) Use Virtual Exhibition technology to enhance the experience of participants while waiting in a queue.
4) Create an online platform where people can book or order stuff in the event right away.

2.2.3 Dining section

1) Arrange a seating plan for meals or snacks to have a physical distance of not less than 1 meter.
2) Choose a venue that can serve snacks and hot lunches as a course menu. Buffet meals are not recommended.

2.2.4 Restroom

1) Provide care for the cleanliness of the restroom, focusing on the area of the restroom seat, lid, flusher, handrail, door knob, toilet paper holders, sinks, faucets, soap holders, walls, and door niches with a cloth dampened in bleach, or 70% alcohol, or 0.1% hydrogen peroxide.

2.2.5 Smoking

1) Smoking is prohibited in the event area to prevent the spread of disease.
2) Pets are prohibited in the venue.

2.3 After the event

Check the announcements, orders, and requirements from the government and the Center for the Center for COVID-19 Situation Administration about the preparation of a report on the results of the event to the authorized agencies.

2.3.1 The result report of the event

Check the announcements, orders, and requirements from the government and the Center for the Center for COVID-19 Situation Administration about the preparation of the event report to clarify to the sector that allows the event.

2.3.2 Waste management from the event

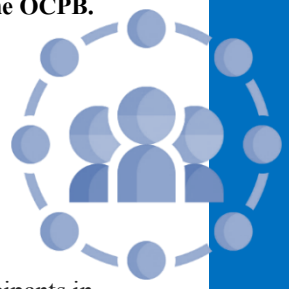
Waste management must be proportional, close and convenient for removal by providing trash bins with lids and collecting garbage regularly. This includes taking care of the cleanliness of the surrounding area daily for the waste collected. Keep it in the garbage dump while waiting for proper disposal. However, the garbage shelter must be able to prevent animals and disease-carrying insects.

2.3.3 Instruction in case of an unpredictable incident

Assign quarantine rooms for patients and coordinate with pre-contacted hospitals.

Note: In case of Pet Expo, ask for more information to the Ministry of Public Health and the OCPB.

3. Hygiene guidelines for incentive traveler



3.1 Before organizing the event

3.1.1 Communication

1) Submit the practical information to participants at least 14 days in advance.
2) Submit video instructions and guidelines during the event (House Rules) to participants in advance.
3) In case of having a co-worker traveling in and out of Thailand, check the announcements, orders, requirements, and regulations related to air travel by adhering to the announcement of Thailand as an important.
4) Inform the participants in advance about the right to refuse entry to the event if they do not pass the screening.

3.1.2 Preparation on the staff section

1) Prepare a Standard Operation Procedure (SOP) and emergency plan at least 1 time for all staff.
2) Coordinate with the venue organizer to arrange screening points for all staff.
3) Coordinate with the venue organizer to prepare enough cleaning staff.
4) Publicizing information and guidelines on the prevention of the spread of the Coronavirus 2019 (COVID-19) to all staff.

3.1.3 Screening point before entering the event

1) Provide a sufficient number of temperature screening points, or install and distribute enough thermos-scans for participants to reduce congestion in queues.
2) There is a requirement to wear a mask or fabric mask before entering the event and while there. Staff may wear a face shield.
3) Prepare masks for sale or give away to those who do not have masks.
4) It must not be higher than 37.5 degrees Celsius.

3.2 During the event

3.2.1 Travel and the event period

1) Select either QR Code or Face Recognition registration system to reduce touch.
2) In case of giving away souvenirs or gifts, this should be done along with the registration process to minimize the contact point.
3) Distribute enough registration points for participants.
4) Prepare facilities to reduce touch points regularly.
5) Arrange the event's plan to have physical distancing of not less than 1 meter per person.
6) Coordinate with the venue organizer and provide adequate hand sanitizer for participants.
7) Coordinate with the venue organizer for staff to clean equipment and high-touch areas such as stair railings and doorknobs regularly every 1 hour.
8) Regular vehicle cleaning measures include providing good ventilation.
9) Provide information, advice, and prevention of the spread of germs at the event and make announcements on hygiene at the event periodically throughout the duration of the event.
10) Provide a public drinking water service point by using a disposable glass.
11) If there is equipment that must be used together, provide a clear separation point for the used equipment.
12) There should be a separate bin for disposing of masks.
13) The driver, receptionist, ticket salesman, and other staff who are close to travelers must wear masks every time they are on duty.
14) In case of close working with service users, consider wearing Face Shield as appropriate.
15) Screening and measuring body temperature of all staff before performing their duties. If staff are found to have a high temperature or have a cold, they should stop working and see a doctor immediately.
16) Maintain cleanliness and hygiene in the cabin and bathroom regularly.

17) Manage solid waste into a tight proportion, which is convenient for hair removal. Ready to have a container for garbage with adequate lids and should separate general solid waste and infectious waste such as masks, toilet paper, and taking care of the daily cleanliness of the surrounding area. Garbage accommodation must be able to prevent animals and disease-carrying insects.
18) Screening and measuring body temperature of passengers, and all must wear masks.
19) Spare hygienic masks are available for passengers who are ill, coughing, or sneezing.
20) Prepare hand sanitizer gel in the passenger terminal area around the station and in all types of vehicles.
21) Standard capacity to accommodate passengers in order to have appropriate space between each other by 1 seat apart.
22) Always clean the vehicle after service, especially in areas that passengers touch frequently, such as the handlebars in buses, door handles, seats, and armrests.
23) There should be a secure payment service to reduce the amount of talk and touch between staff and customers.
24) Tour guides, assistant guides and DMC employees who have a close relationship with MICE travelers are required to wear masks at all times while on duty.
25) In case of close working with service users, consider wearing Face Shield as appropriate.
26) Strict cleanliness is maintained, such as cleaning shared devices such as microphones.
27) Clean the interior of the car daily, including weekly, monthly, quarterly, and annual Big Cleaning.
28) Garbage, waste, toilet paper and used masks are properly disposed.
29) Prepare alcohol hand sanitizer available on the van or bus.
30) All MICE travelers are screened and measured body temperature and must wear a mask.
31) If food and beverages are served on board, it must be properly sanitary.
32) Support, promote, and instill the concept of safety, health, and environmental protection, for example asking for cooperation from MICE travelers and customers to eat hot and personal spoons.
33) Wash your hands and don't touch your face before washing your hands.
34) Give knowledge and understanding of the importance of the environment.
35) Use technology to support information instead of using brochures such as travel plans and tourist information.

3.2.2 Meeting and seminar rooms

1) Arrange a room layout to maintain a distance of at least 1 meter and have a well-ventilated ventilation system.
2) Check to assure that there are no activities that have body contact.
3) In the event that participants express their opinions, microphones must be arranged at various points so that participants can use it, and cleaning staff must be provided after it has been used.
4) In case of an event with lecturers traveling across provinces or countries, there must be clarified requirements to prevent disease and manage accommodation and transportation of lecturers to be safe according to international standards.
5) Pets are not allowed at the event.

3.2.3 Exhibition section

1) Prepare the exhibition part to have a ventilation system that is good for ventilation by keeping physical distancing at least 4 meters per person.
2) Use technology to reserve queues in advance to reserve a round to view exhibition booths to reduce congestion.
3) Create an online platform where people can book or order stuff in the event right away.

3.2.4 Special event area

1) Select a venue certified by SHA or with basic standards in business types.
2) Regularly clean and sterilize at least 3 times per day in the public area and shared facilities such as ticket sale room, restroom, transportation hub, cable car, and benches.
3) Prepare gel alcohol to serve at various points within the area.
4) Limit the number of travelers to suit the space and service considering the prevention of spreading disease as a main reason such as not exceeding 1,000 people per service round.
5) Control the sanitation and prevention of spreading disease in the food and beverage service area.
6) There should be a clear path for accessing the service such as marking the color line on the floor differently considered from types of services or color points showing physical distancing.
7) Use technology to support attraction information instead of using brochures.
8) Garbage, waste, toilet paper and used masks are properly disposed.
9) Provide a clean kit for service users.
10) The area with no ventilation or the area with an air conditioner should have clearly set the amount of service users per square meter.
11) There should be a secure payment service to reduce the amount of talk and touch between staff and customers.

3.2.5 Dining Section

1) Arrange a seating plan for meals or snacks to have a physical distance of not less than 1 meter (based on the measures for restaurant entrepreneurs).
2) Choose a venue that can serve snacks and hot lunches as a course menu.

3.2.6 Smoking area

1) Smoking is prohibited in the event area to prevent the spread of disease.

3.2.7 Restroom

1) Provide care for the cleanliness of the restroom, focusing on the area of the restroom seat, lid, flusher, handrail, door knob, toilet paper holders, sinks, faucets, soap holders, walls, and door niches with a cloth dampened in bleach, or 70% alcohol, or 0.5% hydrogen peroxide.

3.3 After the event

3.3.1 The result report of the event

1) Check the announcements, orders, and requirements from the government and the Center for the Center for COVID-19 Situation Administration about the preparation of the event report to clarify to the sector that allows the event. This report will be done in 7 days.

3.3.2 Waste management from the event

1) Waste management must be proportional, close and convenient for removal by providing trash bins with enough lids.

2) General solid waste should be separated from infectious waste such as face masks and toilet paper including taking care of the cleanliness of the surrounding area. Moreover, the garbage shelter must be able to prevent animals and disease-carrying insects (based on the measures of entrepreneurs).

3.3.3 Instruction in case of an unpredictable incident

1) Assign quarantine rooms for patients and coordinate with pre-contacted hospitals.

4. Hygiene guidelines for exhibition organizers

4.1 The measures of screening before entering the building

1) Body temperature is measured before entering the building by using a body thermometer.
    - There must be a symbol for people whose temperature does not exceed 37.3 degrees Celsius to allow entry into the building.
    - If the temperature is higher than 37.3 degrees Celsius with coughing, sneezing, or a runny nose, they will not be allowed to enter the area. Also, there should be an officer giving advice and facilitating seeing the doctor immediately.
    - There should be training for staff at the screening point according to Public Health Standards and knowledge of the measures.
2) Provide the registration system for entrance and exit from the exhibition by using the "Thai Chana" application according to the government.
3) Participants must wear a mask, fabric mask, face shield before entering the exhibition and while there.

4.2 The measures of screening before entering the exhibition

1) There should be a registration to identify those who pass through the exhibition and compare their tickets to their ID card or passport to verify their identity.
2) Add more Coronavirus 2019 (COVID-19) risk assessment questions and consent to disclosure when it is necessary in the Coronavirus 2019 (COVID-19) situation.
    - Issue tickets to those who indicate on their registration that they have never returned from a high-risk area or have been in contact with a person who has traveled from a high-risk area within the past 14 days.
    - Separate data for those who indicate on their registration that they have never returned from a high-risk area or have been in contact with a person who has traveled from a high-risk area within the past 14 days.
3) Reduce exposure by using the pre-registration system, register at the event via mobile phone, and send QR Code to show yourself at the exhibition.

4.3 The measures of taking care of exhibitors and participants during the exhibition

1) Limit the number of participants in the exhibition per round such as registering to visit the exhibition as a round, or a system for counting the number of participants entering and leaving the exhibition that shows the number on the screen. If the number reaches its limit, other participants must wait in line to enter the event.
2) Limit the number of participants per round and the space should be 4 meters per person.

3) There should be a time limit in the exhibition.
4) Staff should be provided to inspect the congestion of participants and observe for suspicious symptoms such as coughing, sneezing, and snot.
5) Reduce to product testing with others such as cosmetics, costumes, or sterilize products that have been tested before.
6) Food exhibition should have a cabinet or clear plastic for ready-to-eat food that are not packaged such as snacks or bakeries to prevent saliva or snot dust, and consider adjusting the service by packing food packages in advance.
7) Those who are more than 70 years old are prohibited according to an announcement.
8) Control volume during demonstrations and lectures.
9) Campaign to download brochures with QR Code.
10) Cashless payments at the event with the are available and use QR Code to avoid touching.

4.4 Measures of taking care personnel under construction and demolition

1) There is a requirement to wear a mask or fabric mask during the operation.
2) Set up an alcohol hand sanitizer service point in the working area.
3) Communicate via communication devices or applications to reduce face-to-face negotiations.
4) Prepare an area for resting in the dining area that uses the standard distance of 1 meter.

Note: The criteria will be announced later.

4.5 Measures of indoor hygiene

1) Set up an alcohol hand sanitizer service point before entering the area for exhibitors, participants and staff all over the venue.
2) Increase the frequency of cleaning to at least every hour. Sterilize touch points and exhibits within the exhibition, including the bathroom, by using.
3) Use the standard distance of 1 meter in every place (the seats in the food service area, the rest area, and the registration line).
4) Open the air ventilation system before and after the exhibition.
5) Provide service staff to press the elevator button and determine the passenger's standing point.
6) Avoid using touch screen technology.
7) Provide a high-speed internet to support using communication technology to reduce face-to-face communication and touch.
8) Clean the parking card before loading it into the card dispenser and labeling it to show the inspection.
9) Refrain from providing childcare and prayer rooms.

4.6 Measures hygiene in food service area

1) Use restaurant's measures with those who are having food at the restaurant.
2) Use hygienic cleaning utensils.
3) Buffet will not be allowed to sell.
4) Clean tables and seats when customers are finished.
5) Cashless payments at the event with the are available and use QR Code to avoid touching.

4.7 Organizing meetings and seminars during the exhibition

1) Arrange a seating plan for the meeting to have a physical distance of not less than 1 meter.
2) Have the participants prepare their own paper, pencil, and beverage container.
3) In case of a seminar or a workshop where participants express their opinions, microphones must be arranged at various points so that participants can use it and provide cleaning staff to clean the microphone after it has been used.
4) Provide a single set meal.

4.8 Emergency plan management in case of inspecting the symptoms

1) There should be a trained medical team in the area.
2) Provide a support area for those who are diagnosed with symptoms and have the measures to facilitate seeing the doctor.
3) Allocate the number of staff and enough time for the narrowing.
4) Set up control points and measures to manage noncompliance.

4.9 Public relations

1) Provide a meeting to clarify and train staff on the new measures in advance.
2) Prepare these new measures manual for the people involved to implement.
3) Notify participants for these new measures before online registration. Have participants send a confirmation message back to the organizer.
4) All measures will be posted at the exhibition's entrance or registration point for general participants, and at the designated entrance for staff.
5) Warnings were regularly issued for various measures with participants such as spacing and wearing a mask.

4.10 Collecting health data

1) A survey was conducted, and the health data of staff was collected 14 days before working. To be able to trace back information for personnel on duty (Organizers, / Venues / Logistics Service Providers / Temp.Staffs / Workers).

2) Event information must be retained for 1 month from the last date of the event.

3) Assign that there should be 1 main public health coordinator in case there is a disease investigation from the organizing company for each event (may be the project manager) and 1 person from the event venue.

4.11 The sector responsible for monitoring the performance of the standard

1) The central area consists of CCSA, TCEB, the Thai Chamber of Commerce, and the Ministry of Public Health, to prepare and disseminate manuals and criteria for compliance with appropriate areas and types of businesses.

2) The provincial level consists of the Bangkok/Provincial Disease Control Operation Center, the Bangkok/Provincial Communicable Disease Committee, the Provincial Ministry of Public Health, Local Government Organization, and Provincial Chamber of Commerce.

3) The district and sub-district levels consist of the district/sub-district, municipality, municipality of Pattaya City of Bangkok/Provincial Disease Control Operation Center, and Local Government Organization, with supervisory officers together with the District Ministry of Public Health, Local Government Organization, village chief, village headman, VHV, including assigning patrols with the police, military, and related agencies.

   to inspect the operations or activities in accordance with the prescribed measures.

   - Thai Exhibition Association
   - Thailand Convention and Exhibition Bureau (TCEB)
   - The Business of Creative and Event Management Association of Thailand
   - Thailand Incentive and Convention Association

5. Hygiene guidelines for event organizers

PUBLIC EVENTS

The management before the event starts;

Indoor / Outdoor

1) Clean the place before starting the event according to Department of Disease Control standards.
2) Provide a screening system for all staff involved, both the venue and involving staff in every department.
3) All staff must wear a mask at all times while on duty.
4) Planning the area, specifying entrances and exits for effective management of the number of people per area.
5) Clearly arrange a route to participation and trials of products within event spaces.
6) Provide online events as an alternative and reduce work congestion.
7) Strictly keep a proper distance at least 4 square meters between participants by marking clearly.

8) Arrange the stage layout with an emphasis on the use of large LED screens and/or have a diffused screen set up to make the watching clearer and thorough.
9) Provide a distance at least 5 meters between the stage and the seats of the participants.
10) Set up a stage with no more than 4 people on it, and arrange seats to be spaced 1–2 meters apart.
11) Presenters on the stage must wear a face shield for safety, and use a headset to communicate clearly.
12) Provide a structure or protection such as a clear acrylic wall, that separates people who need to talk to each other.
13) Provide enough personal equipment to suit the number of people using it, such as a microphone.
14) Always clean shared equipment before and after use.
15) Scan documents within the event and ask questions via mobile application to avoid direct discussion.
16) If food preparation is necessary, it should be in a box package with the container neatly closed, and drinks should be in instant glasses for individual.
17) Provide more food service points to reduce the congestion of participants.

Indoor venue

Provide a standard building ventilation system in the area at least every half hour.

Note: Pets are not allowed at the event.

Participation and management within the event

Indoor/Outdoor

1) Control the amount of participants in the area by limiting the number of people per square meter which should be at least 4 square meters per person, and arranging seats to be spaced 1–2 meters apart.
2) Participants must wear a mask or fabric mask.
3) Provide online pre-registration to simplify the on-site registration process and to collect participant profiles for tracking. Also, there is a verification of tickets compare to ID cards or passports to confirm identity.
4) Schedule registration at different times to reduce congestion.
5) Provide a temperature monitoring device to measure participants' body temperatures, which must not be higher than 37.5 degrees Celsius. Stick the screening sticker clearly at the entrance of the event.
6) Strictly check the participant stickers to confirm that they have been screened.
7) Provide adequate handwashing stations or hand sanitizer.
8) Arrange souvenirs for participants to pick by themselves, asking for cooperation to pick up 1 piece each.
9) Organize access to the event area and avoid queuing in large numbers.
10) Prepare to have masks and distribute them thoroughly to the participants.
11) Set up personnel team at the screening point before entering the event.
12) Provide and prepare media to publicize advice on preventing the spread of germs.
13) Arrange staff to clean areas and equipment that have been touched by many people every hour.

** Use the "Thai Chana" application in the registration and scanning parts.

** Refrain from organizing activities that allow large numbers of people to gather.

Risk management

Indoor/Outdoor

1) Limit number of participants.
2) Plan the scale of the event. Determine the density of 1 participant per 4 square meters. The number of participants depends on the size of the event space.
3) Focus on using online activities along with the on-site activities.
4) Prepare the media to publicize advice on preventing the spread of germs.
5) Prepare a doctor or nurse who can provide first-aid treatment to the patient. If there is a patient, the patient must be separated from the event, and the procedure is properly guided.
6) Collect the waste from the masks to be placed in the general waste category by storing it completely with a lid on the trash can while moving garbage to wait for collection.

Private events

The management before the event starts

Indoor / Outdoor

1) Clean the place before starting the event according to Department of Disease Control standards.
2) Provide a screening system for all staff involved, both the venue and involving staff in every department.
3) All staff must wear a mask at all times while on duty.
4) Planning the area, specifying entrances and exits for effective management of the number of people per area.
5) Strictly keep a proper distance at least 4 square meters between participants by marking clearly.
6) Provide online events as an alternative and reduce work congestion.
7) Arrange the stage layout with an emphasis on the use of large LED screens and/or have a diffused screen set up to make the watching clearer and thorough.
8) Provide a distance at least 5 meters between the stage and the seats of the participants.
9) Set up a stage with no more than 4 people on it, and arrange seats to be spaced 1–2 meters apart.
10) Presenters on the stage must wear a face shield for safety, and use a headset or clip microphone to communicate clearly.
11) Provide enough personal equipment to suit the number of people using it, such as a microphone.
12) Always clean shared equipment before and after use.
13) Long table seating is arranged for participants with an appropriate distance of not less than 1 meter.
14) Catering operators must wear rubber gloves, masks, and face shields during food preparation, food handling, and while serving participants.

15) Provide food in a box package with the container neatly closed, and drinks should be in instant glasses for individual.
16) Prepare lounges for the entire cast and crew and they must have a distance of 1–2 meters from each other.
17) Provide parking signs distributed in multiple areas to reduce congestion.
18) Format the activities in each period to be concise by specifying that the duration of the event is not more than 2 hours.

Indoor venue

Provide a standard building ventilation system in the area at least every half hour.

Note: Pets are not allowed at the event.

The organizing of each type of events

	Size S	Size M	Size L
The number of participants	1-200 people (1 person per 4 square meter)	201-500 people (1 person per 4 square meter)	501-1000 people (1 person per 4 square meter)
(Person per space)	Not over 1 hour	1.30 – 2 hours	More than 2 hours
Time	Outdoor with good ventilation	Indoor with good ventilation	Indoor with good ventilation
Venues	Few activities and does not focus on direct interpersonal talk.	Various activities and sometimes, they need to interact with each other.	Various activities and they always need to interact with each other.
Activities	Small press conferences Small meetings Small weddings In-house parties	Promotional activities inside the mall Exclusive Dinner Talk Customer reception Small festivals	Large conferences/conventions Small seminar meetings Large concerts National festivals

Appendix

1. Working Corps Meeting Activities (draft) Practices for Muslim-friendly meetings and exhibitions
2. Memorandum signing activities between the Convention and Exhibition Bureau (Public Organization) with Prince of Songkla University
3. List of Practices Muslim-friendly meetings and exhibitions of working corps
4. List of Muslim-Friendly Convention and Exhibition Curriculum Accreditation Committees and the working corps to develop a curriculum for Muslim-friendly Convention and Exhibitions

1. Working Corps Meeting Activities (draft) Practices for Muslim-friendly meetings and exhibitions

Meeting of the working group to draft practices for Muslim-friendly meetings and exhibitions to develop and upgrade service standards on July 25, 2019 from 8:30-11:30 a.m. at the Meeting Room 1 Conference Hall. 60th Anniversary Celebration of His Majesty the King's Accession to the Throne International Convention Center, Prince of Songkla University, Hat Yai District, Songkhla Province

The atmospheres of the meeting
practices for Muslim-friendly meetings and exhibitions

2. Memorandum signing activities between Thailand Convention and Exhibition Bureau (Public Organization) with Prince of Songkla University

Signing of a Memorandum of Understanding on the development of Practices of Muslim-Friendly Convention and Exhibition between the Convention and Exhibition Bureau (Public Organization) with Prince of Songkla University on July 25, 2019 at 11.45 a.m. at the Meeting Room 1 Conference Hall, International Convention Center for the 60th Anniversary of His Majesty the King's Accession to the Throne, Prince of Songkla University, Hat Yai District, Songkhla Province.

The atmospheres of the MOU
Thailand Convention and Exhibition Bureau (Public Organization) with Prince of Songkla University

3. Thailand Convention and Exhibition Bureau (Public Organization) with Prince of Songkla University

1. Halal Institute, Prince of Songkhla University

- ASST. PROF. DR. ASMAN TAEALI

  Director of Halal Institute

- Ms. Marina Madadam

  Academic

- Mr. Ardnan Yamai

  International Affairs Officer

- Mr. Abdullah Sohmada

  Academic

- Ms. Pathama Krisutrang

  Academic

- Ms. Inthira Inthasaro

  General Administrator

- Mr. Nuttaphong Chandraphan

  Academic

2. The Faculty of Management Sciences

- Dr. Songsin Teerakunpisut

  Head of Curriculum and Lecturer of MICE course

- Assist. Prof. Dr. Patcharaporn Bunlueng

  Lecturer of MICE course

- Assist. Prof. Dr. Wanamina Bostan Ali

  Assistant Dean and Lecturer of MICE course

3. Thailand Convention and Exhibition Bureau (Public Organization) or TCEB

- Mrs. Orachon Wongphanngam

  Director of MICE Capabilities Development Department

- Ms. Wanida Wanjitwong

  Senior Manager of Standard Division

- Ms. Sita Iam-Opas

  Manager of Standard Division

4. Expert, Qualified and Entrepreneurs

- Dr. Wisoot Binlateh

Central Committee of the Islamic Council of Thailand

- Associate Professor Dr. Pakorn Priyakorn

Director of the Halal Standards Institute of Thailand

- Assistant Prof. Lieutenant Colonel Dr. Kerdsiri Charoenwisan

The Faculty of Management Science, Silpakorn University

- Mr. Samran Sornphung

Senior Director of the ISO Certification Institute

- Asst. Prof. Tawat Noipom

Lecturer of the Faculty of Islamic Science Pattani Campus

- Asst. Prof. Dr. Payap Masiyom

Lecturer of the Faculty of Science and Technology Pattani Campus

- Asst. Prof. Dr. Makatar Wae-Hayee

Lecturer of the Faculty of Mechanical Engineering Hatyai Campus

- Mr. Ekkarat Mugem

Managing Director of The Alami magazine

- Mr. Samat Hedhag

Head of Halal Affairs, The Central Islamic Council of Thailand, Songkhla

- Mr. Siwat Suwanwong

President of Hat Yai - Songkhla Hotels Association

- Mr. Allias Sai

Manager of BBOX EXPERT Co., Ltd.,

- Mr. Supas Plaisin

Managing Director of P Promedia Co., Ltd.,

- Mr. Montree Aroonreuk

Siam Center Hotel

- Ms. Nootchanate Kansamut

Rajamangala University of Technology Sriwichai

- Mr. Ruchanon Mad-ahin

The Thai - ASEAN Halal Tourism Trade Association

- Ms. Ampika Chupan

Yannatee Hotel

- Mrs. Kornrajnan Ruenpetch

Centara Hotel Hatyai

4. List of Muslim-Friendly Convention and Exhibition Curriculum Accreditation Committees and the working corps to develop a curriculum for Muslim-friendly Convention and Exhibitions

List of Muslim-Friendly Convention and Exhibition Curriculum Accreditation Committees

1.	Thailand Convention and Exhibitioin Bureau (Public Organization) (Mr. Chiruit Isarangkun Na Ayudhya)	Consultant
2.	Vice President for Research and Innovation (Assoc.Prof. Sunton Wongsiri)	Chairman
3.	President of Halal Institute, PSU (Asst. Prof. Dr. Asman Taeali)	Vice-chairman
4.	President of Halal Standard Institute of Thailand (Dr. Pakorn Preeyakorn)	Committee
5.	President of Event Creative Business Association (EMA) (Mr. Upatham Nissukcharoen)	Committee
6.	The President of the Association of Exhibitions (Thai) (Mr. Talun Theng)	Committee
7.	Thai Hotels Association (Mrs. Marisa Sukosol Nunphakdi)	Committee
8.	President of Thailand Incentive and Convention Association (Mr. Sumet Suthat Na Ayudhya)	Committee
9.	Director of ISO Certification Institute (Ms. Pannee Angsusing)	Committee
10.	Director of MICE Capabilities Development Department Thailand Convention and Exhibition Bureau (Mrs. Orachorn Wongpan-ngam)	Committee
11.	Director of Songkhla Cenvention and Exhibitioinn Bereau (Dr. Songsin Teerakunpisut)	Secretary
12.	Deputy Director of Songkhla Cenvention and Exhibitioinn Bereau (Mr. Satayu Romyen)	Secretary Assistant

The working corps to develop a curriculum for Muslim-friendly Convention and Exhibitions

1.	President of Halal Institute, PSU (Asst. Prof. Dr. Asman Taeali)	Head
2.	Director of MICE Capabilities Development Department Thailand Convention and Exhibition Bureau (Mrs. Orachorn Wongpan-ngam)	Deputy
3.	Senior manager of MICE Capabilities Development Department Thailand Convention and Exhibition Bureau (Ms. Wanida Wanjitwong)	Working corps

4. Manager of MICE Capabilities Development Department — Working corps
   Thailand Convention and Exhibition Bureau
   (Ms. Sita Iam-Opas)
5. The Committee of Halal Affairs — Working corps
   The Central Islamic Council of Thailand
   (Mr. Somyot Wang Abdullah)
6. Manager of Aonang Princeville Resort and Spa — Working corps
   (Mrs. Kusuma Kinglek)
7. Managing Director of Stream Events Asia Co., Ltd., — Working corps
   (Ms. Krisanee Srisatin)
8. Samut Prakan Islamic Committee — Working corps
   (Mr. Paisan Phromyong)
9. Siam City Hotel — Working corps
   (Mr. Phakdee Ma-ae)
10. Consultant of Krabi Provincial Tourism Business Association — Working corps
    (Mr. Itthirit Kinglek)
11. Assiatant manager of Convention organizing — Working corps
    ICC Hatyai
    (Mr. Natthaphon Charoen)
12. General Coordinator — Working corps
    Office of the Central Islamic Council of Thailand
    (Dr. Orawit Boonchom)
13. Lecturer of Exhibition and Event Management. — Working corps
    The Faculty of Management Science, Silpakorn University
    (Assistant Prof. Lieutenant Colonel Dr. Kerdsiri Charoenwisan)
14. Assistant Dean for Organizational Development — Working corps
    Faculty of Management Sciences, PSU
    (Assist. Prof. Dr. Wanamina Bostan Ali)
15. Lecturer of MICE management — Working corps
    Faculty of Management Sciences, PSU
    (Assist. Prof. Dr. Patcharaporn Bunlueng)
16. Director of Songkhla Cenvention and Exhibitioinn Bureau — Secretary
    (Dr. Songsin Teerakunpisut)
17. Academic at Halal Institute, PSU — Secretary Assiatant
    (Mrs. Marina Madadam)
18. Academic of Songkhla Cenvention and Exhibitioinn Bureau — Translator
    (Ms. Pakchada Paijitjinda)
19. Deputy Director of Songkhla Cenvention and Exhibitioinn Bureau — Translator
    (Mr.Satayu Romyen)

TCEB
THAILAND CONVENTION
& EXHIBITION BUREAU

Prince of Songkla University

SCEB

PRINCE OF SONGKLA UNIVERSITY
HALAL INSTITUTE